BEST AVAILABLE COPY

Success is the name of the game with Kahn on your new products team

Join our list of winners...

La Sauce
Soup Starter
Stew Starter
Sundown Sunscreen
A la Carte
Pillsbury Plus
CocoRibe
Citicorp PINS
Timex Alarm Clocks
Lightdays
Quaker 100% Natural Cereal
Hefty Trash Bags
Americana Vegetables
Stove Top...

and a dozen more!

Our unique approach creates mainstream innovations that fit your strategic plans.

For information and brochure, call:

KAHN/ LARSEN/ WALSH, INC.
Formerly Bernard D. Kahn Associates, Inc.
9 Rudd Court
Glen Ridge
NJ 07028
(201) 743-8807

Ad agencies expert at forecasting tv fare's fate

An Advertising Age roundup

Now that the three tv networks have pruned their crop of nearly 100 prime time series pilots down to 25 new fall 1982 series, the viewers will decide what becomes popular.

And the agencies charged with buying tv time have committed millions of client dollars in these new entries and returning series, based on their crystal ball gazing into the fourth quarter.

Philip Burrell, vp-network programing, **Dancer Fitzgerald Sample**, saw the autumn schedule shaping up as one with "heavy casualties." As to which network may emerge victorious, Mr. Burrell foresaw CBS slightly ahead of ABC in a very tight Nielsen race.

Examining such factors as content of pilots or other episodes previewed, audience flow from leadins, scheduling and demographic appeal, Mr. Burrell thought the fall hits—in terms of commercial success rather than quality—should include CBS' "Newhart" and "Gloria," ABC's "Matt Houston," "It Takes Two," "Family Ties" and "Tales of the Gold Monkey."

He thought likely failures would include "Tucker's Witch" on CBS, "Ripley's Believe It or Not" on ABC and NBC's "Voyagers!" Mr. Burrell is more definite about these shows, which he said are "doomed": CBS' "Square Pegs" and "Seven Brides for Seven Brothers," ABC's "Star of the Family," "New Odd Couple" and "The Quest" and NBC's "Knight Rider," "Silver Spoons," "Powers of Matthew Star" and "Devlin Connection" (with the two latter entries delayed from last fall).

Shows given a fair chance of survival and dubbed as long shots in the DFS analysis include CBS'

(Continued on Page 72)

AA picks

(Continued from Page 1)

package. Then, too, CBS' series strength is concentrated mainly on two nights: Sunday and Friday. In both cases, some slippage is a possibility. A key indicator will be the performance of the opening Friday hour. Will "The Dukes of Hazzard" suffer from the departure of its two stars, or are humans on that show of secondary importance to General Lee (that hot rod those crazy Duke boys tear up the countryside in)?

Circumstances beyond ABC's control, however, could thwart a return to the top. If there is a long NFL strike, ABC can kiss Monday night goodby, leaving the night wide open to huge CBS numbers. Baseball, in this case the World Series, also could harm ABC.

If the Series runs a full seven games on NBC, ABC would get lousy numbers on at least two Tuesday and Wednesday evenings, traditionally two of the network's biggest nights. If it doesn't go seven games and two less-than-glamorous teams are matched up, then ABC catches a huge break.

As for NBC, it still will finish in third place. But instead of being a laughable third, the network appears poised on the brink of a major move.

As for new and emerging tv stars, it seems, at this point, that some "old" stars will garner most of the attention. Patty Duke Astin, Sally Struthers, Bob Newhart, William Shatner, Erin Moran and Scott Baio should prove to be ratings winners. New faces that bear watching include Catherine Hicks, Tim Matheson, Stephanie Zimbalist (a second-generation tv star) and Stephen Collins. "Bring 'Em Back Alive" will be dead by the end of the season, but certainly won't harm Bruce Boxleitner's rising star.

The new programs that are sure to make the ratings grade include: "Newhart," "Tales of the Gold Monkey," "9 to 5" and "Gloria."

Rated as having virtually no chance for survival are: "The Quest," "Voyagers!" "Powers of Matthew Star," "Seven Brides for Seven Brothers," "Knight Rider" and "Square Pegs." Other losers include: "The New Odd Couple," "Star of the Family," "Tucker's Witch," "Devlin Connection" and "Silver Spoons."

Returning shows that should breathe their last include: "Benson," "Knots Landing," "Greatest American Hero," "Father Murphy," "Private Benjamin," "Love, Sidney" and "CHiPs."

The marginal entries, the ones that, depending on luck, might have a shot at survival, include: "Taxi!" "Filthy Rich," "Cheers," "Matt Houston," "St. Elsewhere" and "Remington Steele."

These stories on the new network tv season (*see also Pages 62, 63 and 64*) were written by AA senior reporters Colby Coates and James P. Forkan in New York and reporters Bob Marich in Los Angeles and Diane Mermigas in Chicago.

Estimated shares, prices for prime time tv programs

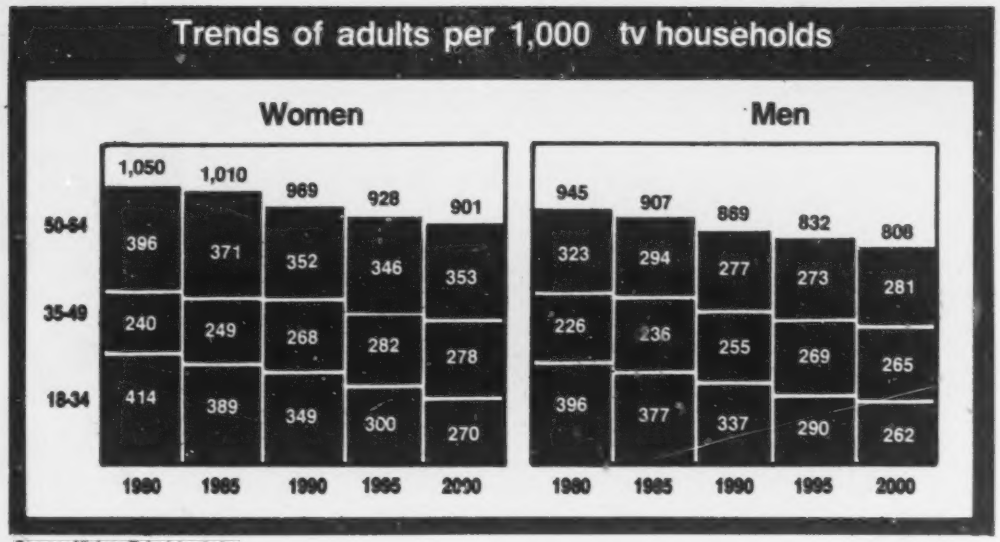
(Eastern time) (1982-83 season)

		7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11
Mon	ABC			That's Incredible 27 $110,000		ABC's NFL Monday Night Football 34 $125,000				
	CBS			Square Pegs 24 $75,000	Private Benjamin 24 $85,000	M*A*S*H 33 $170,000	Newhart 30 $120,000	Cagney & Lacey 24 $100,000		
	NBC			Little House on the Prairie 28 $130,000		NBC Monday Night at the Movies 26 $110,000				
Tues	ABC			Happy Days 30 $120,000	Laverne & Shirley 30 $115,000	Three's Company 33 $130,000	9 to 5 32 $105,000	Hart to Hart 33 $110,000		
	CBS			Bring 'Em Back Alive 24 $90,000		The CBS Tuesday Night Movie 26 $110,000				
	NBC			Father Murphy 24 $85,000		Gavilan 25 $90,000		St. Elsewhere 25 $90,000		
Wed	ABC			Tales of The Gold Monkey 27 $90,000		The Fall Guy 30 $110,000		Dynasty 35 $125,000		
	CBS			Seven Brides for Seven Brothers 24 $80,000		Alice 25 $90,000	Filthy Rich 26 $90,000	Tucker's Witch 21 $85,000		
	NBC			Real People 29 $120,000		Facts of Life 26 $95,000	Family Ties 25 $80,000	Quincy 27 $120,000		
Thurs	ABC			Joanie Loves Chachi 28 $95,000	Star of the Family 25 $80,000	Too Close for Comfort 27 $110,000	It Takes Two 26 $90,000	20/20 26 $105,000		
	CBS			Magnum, P.I. 33 $120,000		Simon & Simon 27 $85,000		Knots Landing 26 $95,000		
	NBC			Fame 22 $90,000		Cheers 23 $90,000	Taxi 25 $100,000	Hill Street Blues 31 $120,000		
Fri	ABC			Benson 26 $85,000	The New Odd Couple 24 $75,000	The Greatest American Hero 21 $85,000		The Quest 21 $75,000		
	CBS			The Dukes of Hazzard 38 $150,000		Dallas 44 $150,000		Falcon Crest 37 $130,000		
	NBC			The Powers of Matthew Star 18 $75,000		Knight Rider 17 $75,000		Remington Steele 22 $75,000		
Sat	ABC			T. J. Hooker 27 $105,000		The Love Boat 35 $130,000		Fantasy Island 34 $125,000		
	CBS			Walt Disney 26 $85,000		The CBS Saturday Night Movies 26 $100,000				
	NBC			Different Strokes 28 $115,000	Silver Spoons 25 $85,000	Gimme a Break 22 $90,000	Love, Sidney 26 $90,000	The Devlin Connection 24 $85,000		
Sun	ABC	Ripley's Believe It or Not 18 $65,000		Matt Houston 22 $80,000		The ABC Sunday Night Movie 29 $120,000				
	CBS	60 Minutes 44 $175,000		Archie Bunker's Place 34 $125,000	Gloria 34 $115,000	The Jeffersons 35 $120,000	One Day At a Time 34 $115,000	Trapper John, M.D. 33 $115,000		
	NBC	Voyagers! 13 $65,000		CHiPS 25 $85,000		NBC Sunday Night at the Movies 26 $105,000				

Above estimates were compiled from a variety of sources and are based on peak fourth quarter viewing, October through the first two weeks of December. Specific unit prices vary widely, depending on whether the buy was made in the upfront or the scatter market, on the overall size of the advertiser's schedule, and on the negotiating skill of the different buyers.

☐ New shows

Source: Advertising Age Survey



Source: Nielsen Television Index

Nielsen updates tv data based on Census results

NORTHBROOK, ILL.—When 1980 Census data were released last year, they unleashed a series of revisions in virtually all statistics used by government and business.

Tv certainly was no exception, and it fell upon A.C. Nielsen Co. to update most of its data, ranging from the tv household universe estimate to the smallest demographic minutiae, *e.g.*, all persons aged 2-to-5 years in tv households.

In estimating population trends, Nielsen considered such elements as average life expectancy and death rates, projected birth rates and immigration figures.

Since it generally is easier to predict average life expectancy, Nielsen believes that the estimates for all persons aged 12 years and older are more likely to be accurate than for those younger than 12 years of age because of the nation's birth rate.

As a result of its population tracking, tv's record keeper unearthed a number of trends that are detailed in the accompanying chart.

For example, Nielsen says that the number of households will continue to increase, albeit at a slightly softer rate.

Growth in the all-important 18-to-49 demographic will continue mainly through 1990. After that, it will slow down significantly, and the 25-to-54 group will become much more important to advertisers.

Until 1990, the 50-plus group will expand at a slower rate than the 18-to-49 group; thereafter, the former category will accelerate as the post-World War II baby boom enters the older population segment.

Meanwhile, the 2-to-11 age group, which bottomed out in the early 1980s, will begin to show moderate increases until at least 1995, when it again will start to decline.

Another all-important advertiser target, the teen-age category, will continue to shrink until approximately 1990. By the year 2000, however, that trend should reverse markedly.

These population shifts affect tv in the following ways: Until the year 2000, the average number of people per tv household will have declined nearly one person per household.

The sharpest decline will be among men and women 18 to 34; Nielsen estimates a 33% dip in that key segment. The latter half of the 18-to-49 demographic, 35-to-49 years, will continue to expand until about the middle of the 1990s before leveling off.#

Nets look to stem audience erosion

NEW YORK—For the advertiser, it is the demographic rating, not the household number, that makes or breaks a prime time buy.

CBS-TV took a leadership role and refused to give demographic guarantees for the upcoming season. In part, the network was reacting to the problems it and the other networks had in meeting demographic projections in the previous season.

The tv networks, with a few exceptions, took their lumps last season, particularly in the delivery of the key female targets, 18-to-49 years and 25 to 54.

For example, at the end of the 1980-81 season, CBS and ABC were in a tie for the lead among women aged 18 to 49. But after the 1981-82 season, both networks lost ground, though ABC managed to hold onto a shade more of its female audience. NBC already was running at a major ratings deficit, with that decline widening at the end of last season.

However, ABC long has been the leader in the 18-to-49 segment, while CBS always skewed a bit older. Thus CBS' losses in the 25-to-54 segment were even more harmful.

Though all three networks lost ground, ABC's decline was smaller even though CBS still eked out a victory.

As for the male portion of the audience, ABC was the only network to improve its standing at the end of last season. What had been a narrow gap between CBS and ABC widened, with CBS showing about a 10% loss. All the more dramatic was third-place NBC's 17% loss in male viewing.

In the 25-to-54 male breakout, CBS, the leader in 1980-81, suffered a 7% decline while ABC was the only network to post gains. As a result, CBS surrendered its lead. And NBC was in trouble with a 16% drop between the 1980-81 and '81-'82 seasons.

As for the coming season, two basic scenarios could unfold.

On one hand, the networks could reverse the audience erosion trend with the likelihood that ABC would firm up its leadership roles in the 18-to-49 segments, with CBS doing likewise in the 25-to-54 area. Both networks would be affected by a stronger schedule of NBC programs, with ABC probably suffering a bit more than CBS since NBC has loaded its schedule with younger skewing programs. At the same time, NBC traditionally skews toward older audiences in rural counties, which means NBC could make inroads at CBS' expense.

The other scenario, the grim one, calls for continued audience erosion, meaning the demographic leaders at the end of the 1981-82 season would be about the same as the end of the 1982-83. Nevertheless, all three networks would be under more advertiser fire as there would be an across-the-board loss. Leadership positions would stay relatively the same, but underdelivery would continue to mount.#

View from Chicago stations

(Continued from Page 63)

sidered to be genuinely funny. Many local advertisers believe the show has a good chance to take over the 9 p.m. (ET) time period when "M*A*S*H" vacates it in late winter.

The most difficult new show to sell is "Seven Brides for Seven Brothers," which is viewed as a dud. Advertisers, however, are high on "Square Pegs," which they view as another "Happy Days" and a sure win with young viewers. They also are high on "Bring 'Em Back Alive," which they consider good tongue-in-cheek, high-adventure fun. But they wonder how much of this new genre, inspired by "Raiders of the Lost Ark," viewers can tolerate.

■ They consider local Chicago boy Bruce Boxleitner, star of "Bring 'Em Back Alive," to be one of the more exciting new series stars.

Advertisers have high hopes for "Tucker's Witch," as long as the network downplays the supernatural elements of the show and highlights the chemistry between Catharine Hicks and Tim Matheson, who should be popular with younger viewers after appearing in the film "Animal House."

Advertisers welcome the addition of "Filthy Rich" as a replacement for "Mama Malone" because it is a funnier show with proven ratings from its limited run this summer. "Gloria" also is proving a popular sell with local advertisers, who consider it perfectly paired with "Archie Bunker's Place" on Sunday nights.

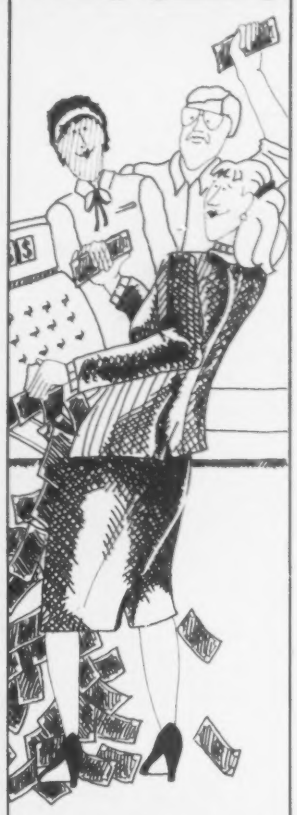
Movies continue to be a big draw for CBS. Advance local sales of the miniseries "The Blue and the Gray," which airs during the November sweeps, have been phenomenal.

Local advertisers expect CBS to handily win Sunday, Monday and Friday nights. They believe "Magnum, P.I." will continue to make a strong showing on Thursday to improve the network's performance that night.#

Starry-eyed

NEW YORK—Such tv names as James Arness, Lorne Greene, James Garner, Barbara Eden and Angie Dickinson may have lost their series, but the celebrity still is a sought-after commodity by the networks, *e.g.*, in the form of guest stars such as Helen Hayes, due on the Oct. 2 "Love, Sidney" on NBC, Lana Turner and E.G. Marshall on CBS' "Falcon Crest," Marie Osmond, Ernest Borgnine, Meredith Baxter-Birney and others in a two-hour "Love Boat" on Oct. 2, Greer Garson on a subsequent "Love Boat," Sugar Ray Leonard on ABC's "Benson" and Mr. T (famous for his "Rocky III" role) due on NBC's Oct. 2 "Silver Spoons," which on Oct. 9 will feature John Houseman as a guest star.#

COUPONS GET RESULTS



Keep the registers ringing.

Webcraft prints a wide variety of economical promotional formats with coupons for use in:

- **Direct mail promotions**
- **Newspaper inserts**
- **In/On pack promos**
- **Take ones**
- **In store demos**

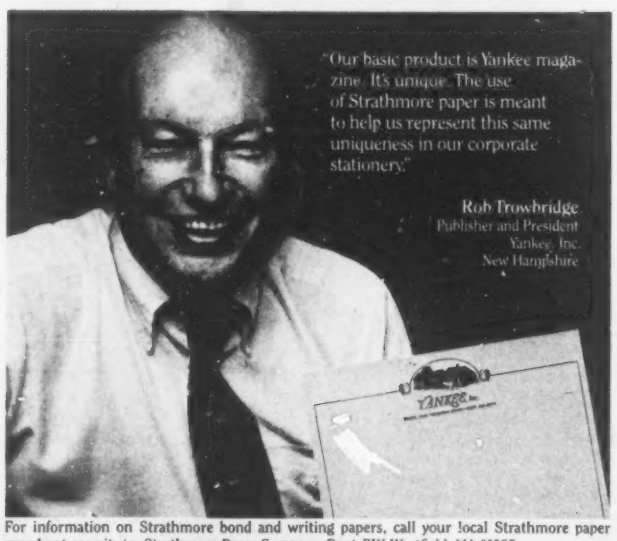
Low, low prices in quantities of 50,000 or more. For additional information and free samples write or call Jack Cooper today at:

201-297-5100

webcraft

Dept. AA-9-27
Rt. 1 & Adams Station
North Brunswick, N.J. 08902

STRATHMORE
The quality people respond to.


"Our basic product is Yankee magazine. It's unique. The use of Strathmore paper is meant to help us represent this same uniqueness in our corporate stationery."
Rob Trowbridge
Publisher and President
Yankee, Inc.
New Hampshire
YANKEE

For information on Strathmore bond and writing papers, call your local Strathmore paper merchant or write to: Strathmore Paper Company, Dept-BW Westfield, MA 01085

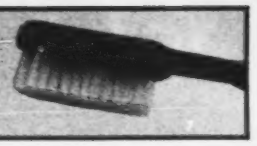
KEEP AD MATERIAL
UP FRONT
WHERE IT COUNTS!
ANY SIZE HOLDER
ANY TYPE DISPLAY

BEEMAK PLASTICS
7424 Santa Monica Blvd. Los Angeles, CA 90046
213/876-1770
Outside Calif.-Call Toll Free
1-800-421-4393

C2710-1

Capri Sun: Moving fast enough to beat competition?—Page M-4

Lowly toothbrush: No one seems to notice—Page 66



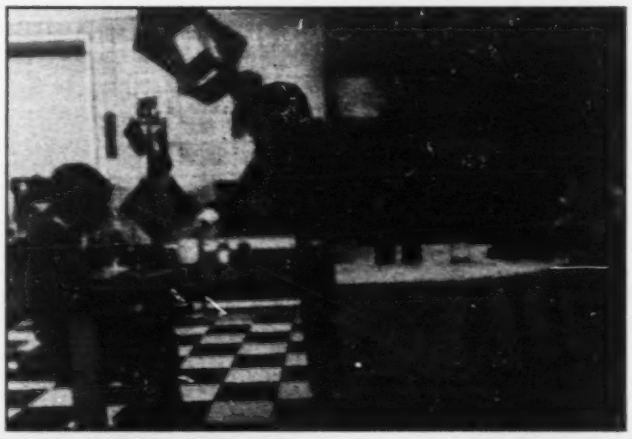
Advertising Age

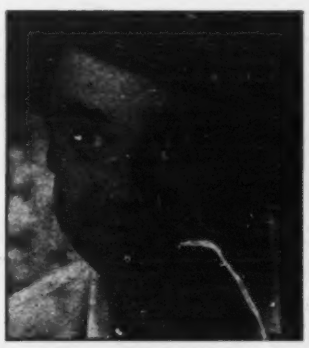
© Entire contents copyright 1982 by Crain Communications Inc. All rights reserved.

$1.25 a copy; $50 a year *The International Newspaper of Marketing • In Two Sections, Section 1.* *October 4, 1982*

One for all, all for one

C.F. Mueller Co. is introducing the first new product in its 117-year history—Pasta Shapes & Sauces. The five-item line is debuting in Buffalo/Rochester and Miami. In this Ogilvy & Mather spot, Mom discovers she doesn't have to prepare separate side dishes for her husband and son anymore, since they both will eat the new product.





AFTER 'SABOTAGE' DEATHS

J&J yanks ads; Tylenol reeling

NEW BRUNSWICK, N.J.—Johnson & Johnson pulled all advertising for its No. 1-selling Tylenol pain reliever in response to at least six deaths in the Chicago area late last week. The "sabotage" deaths are linked to cyanide-laced capsules of Extra Strength Tylenol.

The company would not speculate on when it would resume advertising for the brand, which is the top-selling over-the-counter drug nationally and J&J's most heavily advertised product.

The situation will surely curtail the company's success in Tylenol's two fastest-growing segments—extra strength and capsules. A source at a major Chicago drug retailer speculated that Extra Strength Tylenol was "as good as dead."

The Food & Drug Administration Friday said that although it believes the problem is confined to the Chicago area, the public should not use the product until the situation is clarified.

FDA believes tampering occurred at the retail level, with products removed from the shelves, the cyanide added, and then returned to the shelf. The agency said the cyanide found in capsules from bottles produced in two different plants—one in Pennsylvania and one in Texas—makes it "unlikely" that the contamination occurred at the manufacturing level.

The Proprietary Assn., the leading trade association for marketers of otc products, expressed alarm that the Tylenol tragedy has become a "carrier" in news media for "slanderous" attacks on the safety and effectiveness of otc products.

Tylenol has been whipping its competitors in the $1.2 billion analgesics market, with recent shares of about 35% for the line and about 25% for Extra Strength.

Nearly all of Tylenol's advertis-

(Continued on Page 70)

last minute news

Campbell Soup goes national with Prego sauce

CAMDEN, N.J.—Campbell Soup Co. is introducing nationally Prego spaghetti sauce, which has been available in about half of the country. The company also is adding a new flavor, marinara spaghetti sauce, to the line in New York and Philadelphia. Leber Katz Partners, New York, handles.

N.Y. intro for low-tar Lucky Strike breaks

NEW YORK—American Tobacco today will break introductory advertising here via Laurence, Charles & Free for its new low-tar version of Lucky Strike filter cigarets, currently in about one-third of the nation. American said the brand has gained a 0.5% to 1% share in other markets.

Marschalk resigns Maybelline business

MEMPHIS—Schering-Plough's Maybelline has been resigned by Marschalk, New York, which has handled creative only for Moisture Whip lines on a fee basis. Marschalk said it saw no "long-term growth potential" since media was handled by S-P's house shop here. A review is planned.

Geer, DuBois gets rest of Premiere Wine

NEW YORK—Remy Martin Amerique's Premiere Wine Merchants moved to Geer, DuBois from Della Femina, Travisano & Partners as a direct result of Della Femina's having competed for the $6 million Hennessy cognac account that Schieffelin & Co. decided to keep at Lord, Geller, Federico, Einstein (AA, Sept. 27). Remy Martin marketing director Steve Francesco also said De Luze Classique Bordeau wine, the test

(Continued on Page 8)

Pepper plots local approach

By TOM BAYER

Dr Pepper Co.'s "Pied Peppers" will dance their way into history come Jan. 1.

To secure a bigger share of the soft drink market in 1983, the No. 3 seller will shift to a back-to-basics marketing strategy that focuses on a broader audience with heavy sampling, locally tailored media plans and a new ad theme: "Dr Pepper made a Pepper out of me."

Gone will be the dancing celebrities converting Peppers left and right, singing the "Be a Pepper" strain. And gone will be the broad network tv buys that carried the Pepper evangelism.

In place of the dancing Peppers whose choreographed glee has been widely imitated in marketing other consumer products, Dr Pepper and agency Young & Rubicam have created a rousing explosion of energy to focus attention on the product and encourage trial and conversion. A subtheme of the drive is: "Try it. Try it. Try it."

Charles L. Jarvie, president-chief executive officer of the Dallas-based company, told bottlers last week that the 1983 marketing plan had been developed from the bottom up. "This is a local business, and we've learned that the approach of taking a national plan and fitting it to local markets isn't the best approach for Dr Pepper," Mr. Jarvie said.

Explaining Dr Pepper's localized plans, Bill Tolony, western region sales manager, said that "tv networks are simply not as effective or efficient in delivering our target audience." For example, the company has frequently advertised on

(Continued on Page 72)

More ratings data before makegoods, net says

NFL subs failing to score

By JAMES P. FORKAN

NEW YORK—The tv networks reluctantly have begun penciling in still more National Football League replacements as the players' strike showed signs of stretching into a third week.

Their reluctance is all the more pronounced by the arrival of Nielsen ratings that indicated the substitutions, whether in prime time or "sports prime time" (weekend daytime), have a long way to go in filling the NFL's shoes.

"Outlaw Josey Wales," a rerun Clint Eastwood western, generated a 16.1 homes rating for ABC as its Sept. 27 "Monday Night Football" filler. That was down nearly 4 rating points from the 19.9 averaged by the previous week's NFL prime time show, the last Monday night game before the strike. The week before that, the NFL notched an incredible 24.9 rating, the highest numbers tallied by a season-opener "Monday Night Football" telecast.

TBS sponsors line up. . .Page 2.

During the week ended Sept. 26, the sudden insertion on Thursday night of "The Cheap Detective" movie for the NFL game, and the lack of adequate promotion, translated into a puny 10.9 rating for ABC. The week before, by contrast, ABC's Thursday NFL special scored a 17 rating.

ABC so far has been forced to advance the air date of at least one major movie title, "Coal Miner's Daughter," from November to Oct. 4 (AA, Sept. 27). As Paul Schulman, who heads Gardner Adver-

(Continued on Page 70)

NEWSPAPER

Christmas sales to

AA
DC2001◆CONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
◆520 EAST-WEST HWY #800
WASHINGTON DC 20014

SILENT ON ELECTIONS

GOP takes to air in 'economy' pitch

By RICHARD L. GORDON

WASHINGTON—A seven-day tv blitz by the Republican National Committee opens this week, reminding voters that Ronald Reagan is "keeping his promises" and that inflation rates are down. But there's not even a mention of the November elections.

Polling has convinced the GOP national committee's ad stragegists that voters who feel positive about the President also intend to vote for Republicans on Election Day. "The correlation is so strong that we don't even have to mention the elections," said Kathryn Mattoon, RNC director of political communications/advertising.

The RNC drive complements the separately managed ad campaign of the Republican National Congressional Committee, which uses a harder-sell pitch to convince voters to elect Republicans to the Democratic-controlled House of Representatives.

The 30-second tv spot breaks in New York City, Washington, D.C., Philadelphia and about 40 smaller markets Oct. 7, with a $700,000 media budget, part of an over-all $5.5 million ad drive this year.

In the spot, done by Hal Larson Etc. and ALN Productions, both San Francisco, a middle-aged woman, unpacking groceries in a kitchen, tells viewers: "Well, things are lookin' up. Inflation's coming down. Oh, prices are still too high. But they're not going up every week, the way they did before we elected President Reagan. . .Mind you, there's a lot more to do. . .But he's made a beginning."#

Woman says President Reagan is keeping his promise to bring inflation down in 30-second spot to run in over 40 markets.

BBDO, O&M lead race for Dodge ad account

By RALPH GRAY and JOHN O'CONNOR

Two ring-wise veterans of the automotive agency business answered the bell for the $100 million Dodge car and truck account.

Lee Iacocca, chairman of Chrysler Corp., who announced that he would split his Chrysler Corp. business, now solely with Kenyon & Eckhardt, would identify only BBDO as one of the contenders, but Ogilvy & Mather is the second. Ross Roy Inc., Chrysler's merchandising agency, denied reports it was the third.

Some insist BBDO was inches away from signing a contract, but others noted that Mr. Iacocca loves to do the unexpected.

Asked if BBDO had the inside track, Mr. Iacocca said. "No. We're doing a search with three different agencies, and BBDO is one of them."

It's almost a rematch of the Lincoln-Mercury agency competition that followed Kenyon & Eckhardt resignations to take on Chrysler. Now Chrysler is splitting off Dodge from K&E.

Campana succeeds Givens as top Chrysler marketer... P. 74.

BBDO, which lost the Dodge account in 1979, and O&M were candidates for L-M. Both lost and O&M was also dropped by Mercedes-Benz in the process.

That won't be repeated this time, since O&M has the green light from $7 million-client Peugeot to go after the Dodge business. O&M will retain Peugeot because there isn't a conflict—Chrysler owns 15% of Peugeot and works closely with the French auto maker.

When Mr. Iacocca declined to name the other candidates, O&M emerged at the head of the speculation list, and others included N W Ayer, Detroit; Ted Bates Worldwide, New York, and Benton & Bowles, New York.

■ The list started to shrink almost immediately. Ayer, with a General Motors corporate account, said it wasn't interested. B&B wouldn't talk, but industry observers doubted its participation. Bates' William Esty subsidiary has Nissan

(Continued on Page 74)

Turner sponsors line up, if. . .

By MAURINE CHRISTOPHER

Though still buffeted by court challenges, the Turner Broadcasting System has been working overtime to get advertisers lined up for WTBS' hoped-for coverage of the National League baseball playoffs and the National Football League Players Assn.'s all-star games.

If Turner's Atlanta Braves were to capture the western division baseball crown in the down-to-the-wire pennant drive over the weekend, TBS' major tv and cable sponsors were standing by to carry the playoff games on WTBS and its catv lineup of more than 4,200 systems across the country—assuming, of course, that the courts don't intervene. This client list includes Anheuser-Busch, Eastern Air Lines, Coca-Cola, Toyota, Gulf, Canon cameras and Red Man chewing tobacco.

At press time, there was even the possibility of a single tie-breaker game that would determine the division championship for the playoff series.

Priced at about $10,000 per 30-second spot, the playoffs should boost the superstation's billings by more than $2 million. In addition to those advertisers, the Braves have attracted 40 to 50 scatter buyers during their best season ever. Gerry Hogan, vp-sales, said a little "football money" had switched to the Braves after the NFL players went out on strike.

As if the suspense on the playing field weren't enough, ABC-TV—holder of the regular network tv rights to this year's baseball playoffs—and 10 baseball teams took TBS into U.S. district court in New York in an effort to enjoin WTBS from satelliting those games to its more than 22 million homes.

There are some at ABC who are rooting against the Braves, for if they don't make the playoffs, the judge need not issue what could become a precedent-setting ruling. The judge last week heard arguments from a number of witnesses, including owner Ted Turner.

It is WTBS' superstation status that complicates matters. While home team tv stations always are allowed to carry their teams' league playoffs, WTBS raised new questions. ABC and the owners charge that the wide WTBS coverage would violate ABC's contract with organized baseball.

A day before the baseball suit got under way, TBS was slapped with still another complaint, involving football. Nine teams representing the 28 members of the NFL filed suit in New York state supreme

(Continued on Page 70)

highlights

Monday, October 4, 1982

A local group of investors has talked with Gannett Co. about buying its *Oakland Tribune/East-Bay Today*, on the block because Gannett is buying KRON-TV, San Francisco. *See Page 6.*

Brown & Williamson has held onto its 1mg-tar rating for Barclay cigarets, for now. *See Page 6.*

Universal Studios has obtained a temporary restraining order and seizure permit to halt the distribution of unlicensed E.T. dolls. *See Page 10.*

The U.S. Supreme Court will take up the Betamax copyright case this fall, one of many marketing-related cases it will hear as it returns from its summer break. *See Page 12.*

A recently published study by Young & Rubicam claims that the singles population is rising, and that by 1990 one-half of all households will be men and women living alone. *See Page 14.*

Halston has announced a six-year design-licensing agreement with J.C. Penney that could make him the biggest American designer. *See Page 30.*

After signs that it might go under, Healthmark Communications appears to be making a recovery with the help of Bozell & Jacobs. *See Page 34.*

The chairman of Japan's Marketing Research Institute has urged marketers there to modify their approach to adapt to a slowdown in growth. *See Page 37.*

American Isuzu Motors will complete its national distribution by the end of this year, and initiate a new model program by mid-1983. *See Page 38.*

Lorne Greene, who recently renewed his contract as Alpo ad spokesman, also has gotten the dog food marketer to partly sponsor his newest tv wildlife series. *See Page 40.*

According to Information Resources Inc. data, Kraft, General Foods and Procter & Gamble maintain the strongest corporate presences in grocery stores. *See Page 40.*

A small new company called Stridebond is challenging the leading detergent giants in the U.K. with a new cold-water liquid detergent. *See Page 50.*

Ford is aiming to make dramatic changes in its cars' designs to give the company a unique image. *See Page 64.*

CORPORATE CLOSEUP

Vie de France management is convinced that a generation raised on Wonder bread and Twinkies will prefer French breads and croissants for themselves, their families and their guests. *See Page 4.*

VIDEOTECH

Two more 3-D programs have been showcased by 3D Video Corp. for tv station executives across the country via closed-circuit satellite-fed sales presentation. *See Page 44.*

Arthur I. Cohen, head of ABC's Home View Network, will be drawing on his experience as a professional marketer as he draws up a blueprint for the new service. *See Page 46.*

The Caucus for Producers, Writers & Directors is formulating a voluntary effort to reduce depiction of drug and alcohol use in tv programs. *See Page 46.*

MAGAZINE

Even before it reaches national distribution, Capri Sun, the fruit-based drink in the foil pouch, could face stiff competition from beverages that are packed in aseptic containers. *See Page M-4.*

He hates the press, he's intimate with presidents, he won an Oscar and he's been entertaining the world for more than 40 years. James Brady profiles Francis Albert Sinatra, the artist and the man. *See Page M-6.*

International/Canada: Battling a deep recession, the Canadian advertising industry is cost-cutting, stepping up creative efforts, taking more risks and managing itself more carefully. *See Page M-9.*

REGULAR FEATURES

ACCOUNT CHANGES	22	REGIONAL NEWS	54
ADBEAT	65	VIDEOTECH UPDATE	48
ADVERTISER PEOPLE	68	VOICE OF THE ADVERTISER	60
ADVERTISING MARKETPLACE	61	WASHINGTON BEAT	42
CON-SID-ERATIONS	16	WEST COAST UPDATE	71
CORRECTIONS & CLARIFICATIONS	6	WORLD NEWS ROUNDUP	3
EDITORIAL VIEWPOINT	16		
FOR THE RECORD	69		
MEDIAMOVES	53		
NEW PRODUCTS	20		
PHOTO REVIEW	24		
PRESSTIME	8		

FIGURES TO FILE

TOP 10 FAST-FOOD COMPANIES—SALES AND MARKET SHARE 56

Vol. 53, No. 42—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semi-weekly the fourth week in March, the second week in September at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Bruns out at Bates in policy tiff

By GAY JERVEY

NEW YORK—After 18 years at Ted Bates Worldwide, Robert A. Bruns last week resigned as the agency's president. His reasons, officially at least, boiled down to divergent business philosophies between himself and agency chairman Robert Jacoby.

No successor has been named and, for the time being at least, Mr. Jacoby will assume Mr. Bruns' responsibilities.

Mr. Jacoby expressed surprise at the resignation, explaining that while he and Mr. Bruns did disagree on certain notions—namely which size clients to pursue and how to do so, and how to best expand the agency's personnel—he had no feeling of irreconcilable differences.

Mr. Jacoby continued, "We had a difference of opinion over my desire to expand and our capabilities in the creative area, particularly in our ability to buttress our abilities in image advertising—to hire more creative people and people with experience in production. We want to keep our strength in Unique Selling Proposition [USP] and other means of brand differentiation, but I did want to hire

(Continued on Page 74)

Creative hybrid puts 'fist in glove'

Search goes on to pin down what is uniquely Canadian

By Carolyn Hulse

In his July 5 column in *Macleans* magazine last summer, senior editor Peter C. Newman called "the great scavenger hunt for the Canadian identity" a useless quest. "Canada," he continued, "is a nation of 24 million characters in search of an author; a country of ornery individualists who refuse to be categorized."

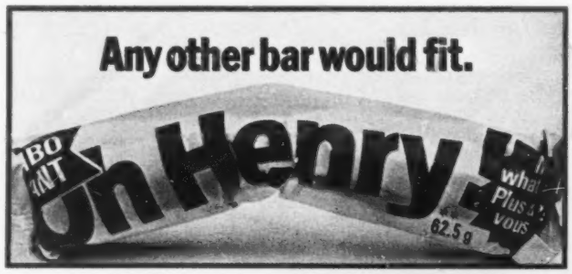
"For many of us, Britain represents the state of the art, while U.S. ads seem almost entirely given over to talking heads. In the U.S., you don't look for an idea; you look for the right spokesman."

While Canadians are endlessly absorbed in self-examination, seeking to discover just what it means to be Canadian, Americans often dismiss the question, smug in their belief that Canadians are "just like us." U.S. companies are regularly accused of treating this enormous country as a "back yard" or a "51st state."

Some more savvy observers speak of "English Canadians" and "French Canadians," but few show any real understanding of the ways in which cultural distinctions permeate every level of social, economic and political life in Canada, and, more important, have resulted in the evolution of unique Canadian sensibilities.

Advertising in Canada necessarily reflects this diversity, as well as the struggle to pin down a coherent image of the "typical" Canadian. "We find ourselves in the middle of a mental tug-of-war," says Bob Byron, national creative director with J. Walter Thompson Co., Toronto.

"We try to reconcile the literal, energetic assertiveness of the U.S. with the lateral, stylish wit and look of the U.K. American advertising tends to be a steel fist, British advertising a velvet glove. When we combine the best of both, putting the fist in the glove, we can be terrific. When we lean towards the best of one, we can be very, very good. When we can't make up our mind, we are obviously in between, usually offensive, likely innocuous and possibly invisible. But maybe, just maybe, that's what Canada and Canadians are like," muses Mr. Byron.



Transit advertising, a British and Canadian forte, often relies on the art of understatement and delights in the unexpected. (Agencies: Vickers & Benson for Oh Henry! and Ogilvy & Mather for Ontario Egg Marketing Board.)

But one creative director's view of Canadian advertising as a happy marriage of British and American style is not another's. Anthony Houghton, creative head of Ogilvy & Mather, Toronto, believes Canadian creative "is more influenced by British creative than Canada's geography would lead us to expect. For many of us, Britain represents the state of the art, while U.S. advertising seems almost entirely given over to 'talking heads.' I get the impression that in the U.S., you don't look for a creative idea; you look for the right spokesman."

However, continues Mr. Houghton, Canadian advertising has not yet matched its British forebear in quality. British advertising is "very sharply focused, very single-minded, and really goes whole hog. Canadian creative is much softer, more laid-back. It is often characterized by beautifully produced and wonderfully lit production of rather empty ideas. While it does constitute a creative 'look,' there is a growing impatience with wonderful production values, dazzling art direction and luscious cinematography—an attitude which could lead us to some pretty good stuff in the next two to three years."

Harrison Yates, senior vp-creative director of McCann-Erickson, Toronto, agrees that the influence of the British has been primary, largely because of their "better feel [as opposed to Americans] for developing a brand's character." And, as Canada's own creative style evolves from this, Mr. Yates sees it becoming more and more nonverbal, with technique assuming the same importance as the idea. But, like Mr. Houghton, he warns against technique overwhelming idea.

"In this business, ideas have always been at a premium, but this is particularly true in Canada," agrees Peter Lanyon, creative director of Cossette Communication-Marketing, Toronto. "Since we do not have the budgets U.S. agencies have, and the recession has further limited what we do have, we must rely on strong, simple and original ideas, rather than on expensive American production techniques. We can seldom afford exotic locations, a cast of thousands or expensive Hollywood celebrities; this is why Canadians have always been strong with simple ideas in tabletop and studio shoots."

In the "strong and simple" area, Mr. Lanyon says, Canadians have always been strong with simple ideas in tabletop and studio shoots.

Recession game plan

(Continued from Page M-9)

me hard-nosed creative that works," is the client refrain heard most often by Don Holman, president of McCann-Erickson, Toronto.

Mr. Anfield agrees that, in Ontario at least, there has been an increase in "more specific, hard-sell, product benefit-oriented activity."

Since the aversion to "prettiness" is accompanied by a far greater reluctance to spend production dollars, it is inevitable that print advertising should be rediscovered, says Mr. Clopet. "During the tv age, many Canadian shops lost the art of great print; in the '80s, print training programs will return and with them will come the reemergence of creative superstars like David Ogilvy and Leo Burnett."

Mr. Anfield adds that in Canada creative strategy better be "pro-market," geared to regional and cultural sensibilities, even when adapting a U.S. campaign may be cheaper.

• **Creative targeting.** As fragmentation continues and costs of traditional media soar, agencies need to have a "thorough understanding of new and changing media as we redefine how to reach people one on one," says Mr. Clopet. As a corollary, he adds: "Better research techniques need to be developed which evaluate long-term vs. single-exposure advertising."

• **Supplementary services.** Agencies will have to differentiate between themselves by offering special services (audiovisual, direct response, public relations, new product development) which formerly went to outside specialists.

Many agencies are aggressively broadening their financial commitments in these areas as they seek to become "total communications companies."

• **Better management.** "Effective management for the '80s will combine the entrepreneurship of Europe with the business acumen of the U.S.," predicts Mr. Clopet.

"There will be an end to American companies sending up second-stringers without international managment experience. If someone 'back home' is the one declaring what's good for Canadians, multinationals risk presently non-existent breakaways."

Mr. Anfield notes that "solid, businesslike approaches, plus well planned management and shareholder succession," are key factors in making clients feel secure. Account management, he adds, must be able to provide "a marketing-oriented approach to problem-solving."

Mr. Holman reports that McCann is under "more pressure from clients to have senior people involved—mature, experienced professionals who understand the marketplace."

• **Risk-taking.** "Canada is perfect testing ground for new, even chancey ideas," says Mr. Clopet, "because the levels of bureaucracy are less complicated than in the U.S. and failure doesn't have such dire consequences."

One area ripe for experimentation and investment is the new videotechnology (Canada being a world leader with its Telidon teletext system).

But aside from a handful of agencies like Foster, Ogilvy, McCann and Hayhurst, which have been daring enough to commit time, money and personnel without immediate consequence, the rest are content to be "monitors," letting others do the spending and learning first.

But there are dangers in this sit-back approach, warns Mr. Kovas: "We are entering a period of very rapid transition. We're going to see a staccato-like series of events take place with the rapidly changing technologies of the '80s, and the agencies, big or small, that stay out as close to the leading edge of that as they can will come out of the '80s stronger and bigger than ever; and the ones that don't, which try to do business the way they used to in the '70s, are going to be left at the gate."

AA

Canada's top agencies

Agency	1981-2 gross income* Canadian $ in millions
Foster Advertising	18.2
J. Walter Thompson Co.	16.5
McKim Advertising	16.0
The F. H. Hayhurst Co.	15.1
Vickers & Benson	12.8
Baker-Lovick	12.75
Ogilvy & Mather	12.3
MacLaren Advertising	10.5**
Ronalds-Reynolds & Co.	9.7**
McCann-Erickson	9.0
Cossette Associes	7.5
Young & Rubicam	7.1
Publicite BCP	6.0

*Includes subsidiaries and joint ventures

**AA estimate (agency does not disclose gross income)

on the move

More Spotlight issues mean better selling opportunities for you

national underwriter

Greene helps serve Alpo as sponsor

By JAMES P. FORKAN

NEW YORK—Lorne Greene, who recently signed a three-year extension of his Alpo ad spokesman contract, also got the dog food company—Allen Products—to buy one-fourth sponsorship of his newest tv series, "Lorne Greene's New Wilderness" (AA, Sept. 20).

Laughing, Mr. Greene said in an interview, "I couldn't really go so far" as to try for a finder's fee in landing his series' first client.

American Television Syndication is handling station clearances and ad sales for the barter-syndicated series, with John Andariese, a Total Video principal, assisting ATS in making presentations to specific agencies and accounts, according to ATS exec vp Daniel Mulholland. Between breaks in the recent tennis action at the U.S. Open tennis tourney in Flushing Meadow, N.Y., the actor himself chatted with some execs from N W Ayer and Benton & Bowles, who presumably represent such potential "New Wilderness" sponsors as AT&T and General Foods, respectively.

Mr. Greene said that Allen Products and its agency Weightman Inc. first approached him about doing Alpo commercials seven years ago, offering an annual fee of six figures. He replied at the time, "I don't do commercials," because he felt that 30-second spots tend to cram too many words and too much repetition into too short a time frame. "I can't talk like that," he noted.

But he went on to tell them of a commercial he had seen years earlier in London for Guinness. He found it memorable, he remembered, largely because it contained but one word of copy, "Guinness." While the agency and its client did not want to go that far, they assured Mr. Greene they would cut down on the copy in their commercials. And with that assurance, he signed up.

Mr. Greene has in recent months also signed ad spokesman pacts with National Home Life Assurance, Valley Forge, Pa., and Canadian Lottery System.

Industry experts 'guesstimated' that Mr. Greene probably started out for Alpo with a $200,000-a-year endorsement fee. As time went by, if the agency and client were shrewd, these sources said, they should be paying roughly $500,000 spread across three-year spans. If not, his annual fee now may be closer to $350,000, they added.

As for Mr. Greene's new tv series, an advertiser like Alpo, buying a one-quarter sponsorship including alternating opening and closing billboards, pays $33,500 per 30 to air in each of the 52 shows (26 originals, 26 repeats), or just over $1.7 million, according to ATS, which is projecting a 12 Nielsen homes rating average. The syndicator expects hefty penetration among adults aged 18 to 54 (slightly more on the female side) in the estimated 6.8 million households.

Welch Foods also has signed as a participating sponsor.

The series began its syndication run with more than 90 tv outlets booked, or 65% coverage of U.S. tv homes, Mr. Mulholland said. Three CBS-owned stations, in New York, Los Angeles and Chicago, are in the lineup and they probably will air the series Sundays as the lead-in to "60 Minutes."

Group W's properties in Boston and San Francisco also will carry the show, Mr. Mulholland said. Clearances should grow in the '83 first quarter, he felt.

Canada's CTV Network also has bought the wildlife series and slotted it on Tuesdays at 7:30 p.m., with Kraft as a half-sponsor, said Mr. Greene himself a native of Canada.

The production company for the show is Greene & Dewar New Wilderness Productions, headed by Los Angeles-based Charles (Chuck) Greene, the actor's son, with credits that include "Untamed World" and "Friends of Man," and Toronto-based Stephen Dewar, Canadian director/producer/writer.#

Economy hits TM hard

LOS ANGELES—Times Mirror's 1982 second-quarter report shows two operating groups, Newspaper Publishing and Newsprint & Forest Products, hard hit by the recession. *Los Angeles Times* classified linage was down 25% compared with the same quarter a year ago, and as a result, the paper has ordered a reduction in travel, overtime, parttime and temporary staffing, as well as a hiring freeze.

Kraft, GF, P&G head grocery list

CHICAGO—Kraft, General Foods and Procter & Gamble maintain the strongest corporate presences in grocery stores.

That's the word from supermarket checkout scanner data gathered in the four test markets where Information Resources Inc. monitors consumer purchase habits. Each of those companies markets four of the 25 brands most commonly purchased from April through June of this year. According to IRI's first Topical Marketing Report, "Who's Who in the Supermarket," the next strongest marketer is Frito-Lay, which can claim two products in the list of top 25 brands.

Companies boasting one product each of the top 25 are: Campbell Soup Co., Coca-Cola Co., PepsiCo, Oscar Mayer & Co., Stokley-Van Camp, Ralston Purina Co., H.J. Heinz Co., Kimberly-Clark, Nabisco Brands, Ragu Foods and R.J. Reynolds Industries (*see chart*).

The Marketing Report is based on data collected from a sample size of 10,000 in IRI's four BehaviorScan markets: Pittsfield, Mass.; Eau Claire, Wis.; Marion, Ind., and Midland, Tex.

IRI, which offers clients the capability to couple the scanner data with various tv, newspaper and direct-mail marketing strategies, now is adding a magazine advertising option. *Woman's Day* and *Family Circle* will publish special editions for the four markets, beginning Nov. 16 and Dec. 4, respectively.#

Company/product	Percentage of households buying during April-June, 1982
Campbell Soup Co.:	
Campbell's soup	71.8
Coca-Cola Co.:	
Coca-Cola	47.5
PepsiCo:	
Pepsi-Cola	42.9
Kraft Inc.:	
Miracle Whip	41
Parkay margarine	40
Kraft salad dressings	27.1
Philadelphia cream cheese	26.7
Procter & Gamble:	
Charmin	37.1
Bounty	26.7
Duncan Hines cake mix	26.7
Crisco shortening	26
Oscar Mayer & Co.:	
Oscar Mayer luncheon meats	36.5
General Foods:	
Jell-O gelatin mix	33.5
Jell-O pudding mix	33.4
Cool Whip topping	32.6
Kool-Aid drink mix	26.4
Frito-Lay:	
Frito-Lay potato chips	33.5
Doritos tortilla chips	28.5
Stokley Van Camp:	
Van Camp baked beans	31.6
Ralston Purina:	
Chicken of the Sea tuna	29.5
H.J. Heinz Co.:	
Heinz ketchup	28.1
Kimberly-Clark:	
Kleenex tissue	27.3
Nabisco Brands:	
Blue Bonnet margarine	27.2
Ragu Foods:	
Ragu spaghetti sauce	27.1
Reynolds Metals:	
Reynolds Wrap	25.5

YOU DON'T NEED US

If You're Making All The Sales You Want.

But if you would like More Sales, Dell's Special Marketing Division can

- create a book exclusively for you,
- adapt an existing book to your needs,
- supply stock titles (and recommend the best use of them)
- surprise you with unique marketing solutions

Books are the new marketing media. They are inexpensive, long-lasting, and can zero in on your target market.

Ron Fascitelli/Special Marketing Division
Dell Publishing Co.
1 Dag Hammarskjold Plaza/New York, N.Y. 10017

Please send the brochure "Incentives For The 80's" and free sample Purse Books.

Name _____ Title _____
Company _____
Address _____
State _____ Zip _____

COMMERCIALS FOR SALE

$1.50 EACH

MONTHLY VIDEO TAPES PROVIDE HUNDREDS OF COMMERCIALS FOR COMPETITIVE ANALYSIS. STUDIO QUALITY. COMPREHENSIVE GUIDE. VIDEO STRATEGIES USA, 1995 BROADWAY, NEW YORK, NY 10023

Call Wendy 212-496-8600

Restaurants post 13.3% sales rise

By JOHN C. MAXWELL JR.

Last year's sales of $31.6 billion in the purchase-meal industry were up 13.3% over 1980, in line with our projections.

Almost all gains were related to price increases, and we doubt that the industry was up more than 1% in units. Volume so far in 1982, particularly in sit-down restaurants, is also weak. Some fast-food restaurants are faring better.

We expect 1982 and possibly 1983 to be rather nondescript years, again with almost all growth coming from price rather than volume. However, on a longer-term basis, we continue to believe that this will be one of the growth areas of the economy, with increases in the number of working wives, the pace of life styles, etc., all pointing to better volume numbers once the economy squares itself away.

Expenditures for food in relation to disposable income have been rather stable over the past few years at slightly more than 16%, but more recently have dropped to 15.7%. Away-from-home eating has been showing little or no growth at about 4%, with the decline in the total mainly reflecting less spending for eating at home. Again, we believe that this is due particularly to the weak economy.

Looking at the situation from a slightly different view, the breakdown of total consumption expenditures indicates that 24% of total consumer expenditures went for food in 1981, up from just less than 21% in 1980, with most of the increase being taken from other nondurables that exclude foods. This points to the comparative stability of food consumption, as it is obvious that one has to eat.

In 1981, the broad hamburger area held its share lead, taking almost 51% of the market and gaining 14.1% from a large base. Steak and full-menu restaurants continued their share slide, although they were up in volume, with chicken and seafood up slightly in share. Ethnic areas, mainly Italian and Mexican, gained in volume but only held their own in share.

Among the top 10 companies, Red Lobster moved into ninth place, with the others staying in nearly the same positions they occupied in 1980. Hamburger establishments such as McDonald's (with the biggest dollar gain), Hardee's (tied with Red Lobster for the biggest share gain) and Wendy's gained share, while Kentucky Fried Chicken did an outstanding job in the chicken area. International Dairy Queen also put in good share gains. Establishments that moved ahead of their 1980 standing include Pillsbury's Steak & Ale, which moved from 27th place to 21st; Domino's Pizza, from 37th to 29th; Gino's, from 23rd to 18th; Dunkin' Donuts, from 20th to 16th; Ponderosa, from 19th to 13th, and Taco Bell, from 14th to 11th.

Jack in the Box fell out of the top 10 to 15th. Most other companies moved very little compared with 1980.#

Mr. Maxwell is with Lehman Bros. Kuhn Loeb Research in New York.

Top ten fast-food companies

Annual sales ($ mil.) and market share

	1980 Domestic sales	% of U.S.	1981 Domestic sales	% of U.S.	1981/80 change
McDonald's	$ 5,049.0	18.1%	$ 5,770.0	18.3%	14.3%
Burger King	1,755.4	6.3	1,992.6	6.3	13.5
Kentucky Fried Chicken	1,440.0	5.2	1,700.0	5.4	18.1
Wendy's International	1,209.0	4.3	1,424.0	4.5	17.8
International Dairy Queen	904.0	3.2	1,103.0	3.5	22.0
Pizza Hut	945.0	3.4	1,057.0	3.3	11.9
Hardee's	751.5	2.7	976.9	3.1	30.0
Denny's	541.0	1.9	661.0	2.1	22.2
Red Lobster	400.0	1.4	553.0	1.8	38.3
Arby's	478.0	1.7	524.0	1.7	9.6
Total Top 10	13,472.9	48.2	15,761.5	50.0	17.0
Total Industry*	$27,867.0	100.0%	$31,567.1	100.0%	13.3%

*Based on Commerce Department data.

U.S. fast-food by product group

	No. of Cos.	Sales ($000) 1980	1981	1981/80 % change	Sales ($000) 1982E	1982/81 % change
Hamburgers, franks, roast beef, etc.	110	$14,027,398	$16,007,923	14.1%	$18,499,599	15.6%
Steak, full menu	102	5,935,804	6,521,277	9.9	7,270,273	11.5
Chicken	35	2,734,006	3,110,592	13.8	3,638,673	17.0
Pizza	83	2,455,542	2,779,939	13.2	3,323,588	19.6
Mexican (tacos, etc.)	32	878,523	1,024,548	16.6	1,268,793	23.8
Seafood	12	785,806	927,271	18.0	1,069,353	15.3
Pancakes, waffles	17	784,546	879,154	12.1	1,011,703	15.1
Sandwich and other	34	265,421	316,406	19.2	401,835	27.0
Total	425	$27,867,046	$31,567,110	13.3%	$36,483,817	15.6%

Source: Lehman Bros. Kuhn Loeb; Commerce Department.

Professional Audio Recording
TAPE
Reels • Cassettes
Ampex • 3M
Ask for our recording supply catalog
Polyline corp. 312/298-5300
1233 Rand Rd. • Des Plaines, IL 60018

WE START SYNDICATION THIS FALL '82!
THREE'S COMPANY
Superstar of The Eighties
IT'S THE 11th HOUR—
DID YOU CHECK OUR AVAILABILITY IN YOUR MARKET TODAY?
D.L. TAFFNER SYNDICATION SALES
Contact: DICK CIGNARELLI (213) 937-1144

Study finds sex roles behind times in ads

DALLAS—The times may be changing and women may have come a long way, baby, but male and female sexual roles haven't changed in magazine ads in 20 years, according to a two-year study by the University of Texas at Dallas and Center for Research in Business and Social Policy.

The study, which reviewed ads in *Ladies' Home Journal*, *Playboy*, *Time* and *Vogue* from 1960 to 1979 (2,000 ads in all), looked at sexual differences in age, activity, occupation and product use, and it found gaps in all areas between current changing sexual roles and traditional roles used in the ads.

The most unrealistic aspect of sexual portrayals in the ads, the study says, is the failure of the ads to show the growth in employment of women during the years studied by showing more women in work settings.

(Of those women who were pictured in a work atmosphere in the ads, a higher number were pictured as managers than is true of today's labor force, the study says.)

Women in the ads were younger than the men pictured. Moreover, the women pictured often were younger than the female readership of the magazines, the study reports.

And women 40 years old and older were "virtually unrepresented," while men older than 40 appeared often in the ads, the study says. Male/female age differences were greatest in ads for alcoholic beverages.

Food and magazine ads contained the most traditional sexual roles in a variety of activities, while ads for goods and services sold to businesses had the least.

The study recommends that advertisers present the changing roles of men and women in their ads because the traditional portrayals used in many of the ads studied threaten product loyalty, sales and profits. To create more realistic ads, the study suggests the use of more women older than 30 and 40, more women on the job, more men using home products and beauty aids, more men and women in occupations in which the other sex is predominant and more women using products other than fashion and cosmetics.

Copies of the study, titled, "How Advertisers Portray Men and Women: The Reality Gap and its Social Consequences," are available from the Center for Research in Business and Social Policy, Richardson, Tex. 75280. The study costs $40.#

game·a·bil·i·ty

(gām · ə · bil´ · ə · tē) *n.* **1.** The knowledge, experience, and ability to provide secure printing and production of promotional games and sweepstakes, i.e., traffic building games, in-pack/on-pack games, direct mail response building games, etc. See also profit building and Webcraft.

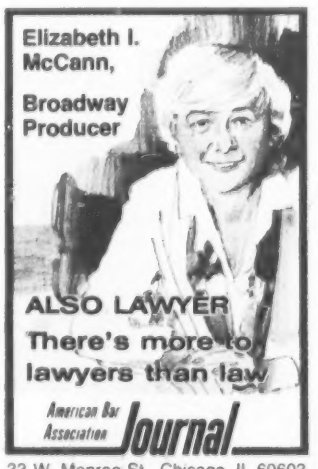
When you select a printer for promotional games and sweepstakes, you need one with "gameability." That's why the sales promotion agencies representing **America's largest corporations come to Webcraft.**

Coca Cola
7-Up
Quaker Oats
Ralston Purina
McDonalds
Revlor.
Nestlé
Chick-Fil-A
Ford Motor Co.
General Motors
General Foods
J&B Scotch
Fuji Film
Mobil Oil

Webcraft also produces instant lottery tickets for Ohio, Connecticut, New Jersey and a growing list of security-conscious states. **Our experience assures that your game pieces are secure** whether your quantity requirements are 1 million pieces or 100 million or more.

For additional information and samples of innovative, action-oriented, promotional games, send letterhead requests to Jack Katz or call him at 201-297-5100. He'll explain what gameability can mean to you.

webcraft
Dept. AA-10-4 Route 1 & Adams Station
North Brunswick, NJ 08902



33 W. Monroe St., Chicago, IL 60603
NYC Phone 212-684-4510